

PAIGE The Most Serviceable Truck in America

MOTOR TRUCKS

Hot weather brings still more work to Paige Trucks. Ice cream, ice, soda water products, cooling drinks must be delivered quickly, not only because the public is hot and thirsty, but also because ice and ice cream are perishable.

For just such purposes and just such reasons Paige Trucks the country-over are being selected. They are dependable; they are efficient; they are economical; because they are Built for Durability and bought as Preferred Investments.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICH.

PAIGE CO. OF MEMPHIS, Inc.

263 Madison Ave.

Telephone Main 2703.

U. S. TIRE CO. OWNS

STEPHENS SIX AGAIN

IS BAUER'S ADVICE



When you buy a new tire a big part of your investment is for personal comfort. You want to take the jolts and bumps out of motoring. When you buy a Gates Half-Sole Tire you get a tire insurance that only one tire can giveit's Gates' guarantee of more mileage without puncture, and you get it

At 1/2 the Cost

Let us show you these tires which 500,000 motorists have found ended their tire troubles.

GATES HALF TIRE STATION

INTERNATIONAL RUBBER SALES CO.

128 Monroe Ave.

Phone M. 2934.

There Must Be a Reason

Wayne Oil Tanks and Pumps "You See Them Everywhere"

Performance counts, and when you see one of our tanks and pumps you may know that honest measure and clean, filtered gasoline are assured.

Watch the Dial

Write for terms and prices. You'll find both as satisfactory as our

WAYNE OIL TANK & PUMP CO.

T. W. HALL, Local Mgr.

245 Monroe Ave. WRITE FOR TERMS AND PRICES.

TRUCK BODIES-

We'll put any style body on your truck chassis. Our years of experience guarantees you satisfaction in both price and quality of workmanship.

> We also retrim and repaint any style vehicle.

KETTLEWELL-GIBSON CO.

277 Monroe.

Phone Main 1223.

Newsum Inaugurates Air Emergency Service

The desk phone of Thornton New-turn's grivate office langled sharply.

"Fifty-fifty," called Newsum into the transmitter, and a moment leaned over his desk, his attitude one of carness attention—tensory alert.

"Fifty-fifty," called Newsum into the transmitter, and a moment leaned over this deak, his attitude one of carness attention—tensely alert.

"Where are you?" he asked, and, after a reply: "All right We'il be there in a jifty." And he hurriedly hung up, only to again take flown the receiver as he put through an emergency call. To make a long story short, Newsum had received a call from Fraser Histon, of J. T. Hinton & Son, funeral directors, to the effect that the firm's big ambulance had met with a blowout a mile this side of Millington. Furthermore the ambulance's passenger was being rushed to a Memphis hospital when the tire trouble occurred.

Now Newsum ham made himself more or less famous with his service car with a new tire. Was he stumped? Not Newsum. In a moment

WINS \$2,000 WAGER IN FRANKLIN ROADSTER "HOWDY" WILCOX BUYS

IN FRANKLIN ROADSTER
By covering the distance between Pittsburgh and Philadelphia and return, 524 miles, is actual running time of less than 30 hours, with the entire trip made within a 54-hour limit, a Franklin car has just won a 13,000 wager for its owner. C. P. Mason, of the Mason Oil company, of Pittsburgh. The race was one of the most nevel motor flights against time recorded in the section in several seasons. No toolise was seen of the most nevel motor flights against time recorded in the section in several seasons. No toolise was control of the most nevel motor flights against time recorded in the section in several seasons. No toolise was control of the most nevel motors flights against time recorded in the section in several seasons. No toolise was control of the most nevel motors flights against time recorded in the section of the most nevel motors and the section in several seasons. No toolise was control of the most nevel motors and the season of the motor of the motor of the season of the motor of the season of the motor of the motor

SAYS MULBURN NOW LEADS IN ELECTRICS

RUBBER PLANTATIONS

"The largest rubber plantations in the world are now owned by the United States Rubber company and are producing millions of pounds of rusper annually from the estates which had never nourished a rubber tree before 1910, says Waiter B. Mahony, writing in Commerce and Finance.

"Nearly a hundred thousand acres were acquired on the east coast of Sumatra but a degree or two north of the equator, through the purchase from a Dutch company of lands formerly devoted to growing tobacco. More than 16,000 laborars—largely restraited from the care of 5,000,000 inhabitants of the adjoining island of Java—are employed in the care of 5,000,000 rubber trees. Oversight largely rests in the staff of Dutchmen, assisted by a force of American technical experts.

"One of the most impressive sights to be seen anywhere is the view from a sight eminence over a sea of rubber trees, stretching for miles in every direction, the metalled roads over which American motor cars travel at better than 40 miles an hour, the attractive bungalows of the estate managers, the 65 miles of narrow gauge railroad, the extensive telephone lines, the model hospital of the East, the well built coole lines, the factory and atorehouses—all the property of an American corporation, and the result of American foresight and on a truly mammoth scale."

CROSS-COUNTRY TRIP ONCE MORE POPULAR

Cross-country touring, after a notice—able luli of two years, again has come into its own.

Observations made in various parts of the country by the Lexington Motors of Connersyllie, Ind., show that the country by the Lexington Motors of the country by the Lexington Motors o RUBBER PLANTATIONS BIRE

Cross-country touring, after a notice-able lull of two years, again has come into its own.

Observations made in various parts of the country by the Lexington Motor company, of Connersyllie, Ind., show that touring at least has reached the proportions it enjoyed prior to the en-trance of the United States into the world war.

If these early reports may be taken as indicative the present season promises to be the greatest touring season in the annals. "Two million people are in the class between \$1,100 and \$1,400.
"Five hundred thousand people can buy between \$1,500 and \$2,000.
"One hundred thousand people can buy anything they want.

"ENGRAVES" TIRES TO PREVENT THEIR THEFT

The happy originality of Fred Stone, the famous comedian, is carried even beyond his work on the stare. Some time ago, during a visit at the plant of the Fennsylvania Rubber company, at Jeannette, makers of the famous, Vacuum Cup tires, he concelved the dea of having a set of these tires made bearing his autograph worked in publier in the sides. His idea was so innovative, that General Manager Senem. G. Lewis immediately set his experts to work on it, with the result that such tires were successfully evolved. On the Vacuum Cup Cord tires which he recently purchased, the jet black treat and sidewall make the inimitable signature of the comedian, in bright redubber, stand out in striking relief. The tires, while designed primarily as a personal touch, prove even more. The name can not be desirely distinct and input proves an offective safeguard against theft.

Mr. Stone hist been a user of Vacuum Cup tires for a number of years, and so enthusiastic has been his advocacy of their goodness and wasning qualities that many prominent personages of his profession bave, upoh his recommendation, given them a trial to their townsylve suits attribute a trial to their townsylve suits such a trial to their townsylve suits such a trial to their townsylve suits such a trial to their townsylve such a trial to their townsylve such as trial to their the annals.
Frank B. Ansted, president of the Lexington Motor company, declares there are two factors responsible for the revival of extended tours. One of these is the reaction which followed the signing of the armistice—the release of the individual from national obligations, the other is the economy and reliability of the modern motor coff. "During the war motorists did not induige in touring to any great extent," says Mr. Ansted. "Aside from the fact that all eagerly entered into the spirit of the movement to conserve gasoline, they were busily engaged in helping to win the war in one capacity or enables. "After two years of denial they feet hey have earned the right to enjoy a scation in their favorite way and that cans touring." WINNER IN ECONOMY RUN Speeding over highways, boulevards, plowing its way through heavy mud and deep guilies, forging ahead in spite of steep grades and winding roads, aguinst a heavy wind, the Stebbens Salient Six repeated its economy demonstration of last year and won first brisin its class with the high score of 46 2 ton miles per gallon of gasoline, the highest ton mileage of any water-cooled car regardless of class.

The route of the third annual Yosemite economy run under A. A. sanction from Los Angeles to Camp Curry was 3745 miles through mountains and over the hardest roads in the West, beginning at sea level and rising to 8,800 feet above sea level at 30 miles of the finish.

This is the second year that the Ste-

YOUNG GIRL MARRIES.

BLUE MOUNTAIN Miss. July 26 (8pl.)—Miss Katle May Cooke, aged 14 surprised her many friends at the big political picnic at Medin's Mill. Just east of Blue Mountain, by eloping with her youthful lover, a young man by the name of Gadd. Justice of the Peace Andrew J. Kent performed the matriage ceremony.

MEMORIAL DISCUSSED.

HELENA, Ark, July 28. (Spl.)—A meeting of the heads of the local organizations, vis.: the Business Men's ies gus, the board of trade, the Rotary club and Lions club, was held Friday afternoon for the purpose of discussing plans for the erection of a suitable meliocial for Phillips county soldiers of the world war. It is not known at present what form the memorial was

COLE AERO-EIGHT

June 23, began a program of building expansion which will soon make it one of the largest industrial plants in the central states. Simultaneously with the granting of contracts came the an-

founcement that the company would issue 12,500,000 of long-torm securities.

Contracts for the erection of the first unit of the plant extension were awarded to the Bedford Stone and Construction company. It will be a five-story reinforced concrete building, 80 feet wide by 800 feet in length. The building is to be completed late this fall and will be used for the building of automobile bodies. Completion of the building will enable the Nordyke & Marmon company to build the bodies for closed body cars of five different types, which heretofore have been built elsewhere.

The second building will be created by the H. J. Ferguson company, of Cleveland, Ohio, It will be one story high and 100 feet by 800 feet. The structure is to be of reinforced steel and concrete and will be used as a final assembly plant for Marmon cars. Ground will be broken for the new building this week. In the plants for extension of the plant are included a new planing mill, a dry kiln and a power plant. With the completion of the new fireproof construction buildings Nordyke & Marmon company will have a factory covering 45 acres.

252 MONROE

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> I'll pay highest cash price for your used car. Drive. around or ring me

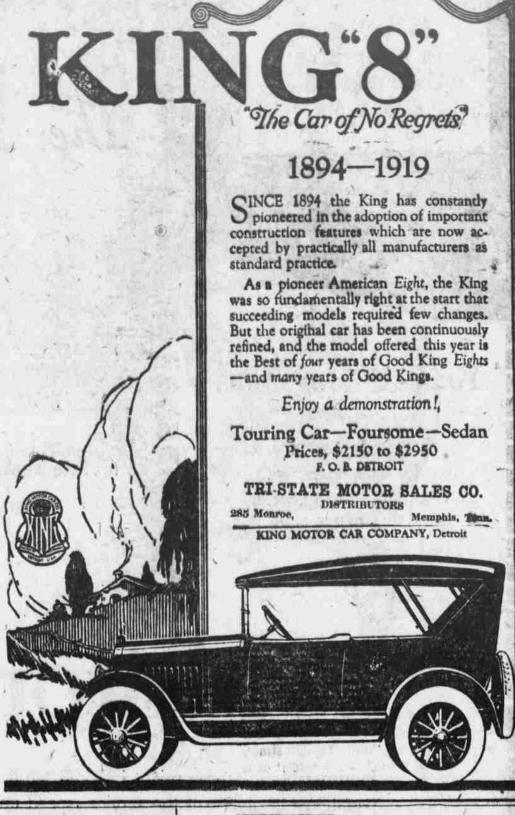
GEO. W. PRYOR

PHONE M. 1385.

OUT OF THE NORTH COMETH A

COMET

ARE YOU READY?



HOLT CATERPILLAR SCALES PIKES PEAK

Advices regarding one of the most reby F. L. Halloran, Southern represen-

FUEL ECONOMY IS OF VITAL IMPORTANCE

or body and woodworking space and facilities. Because of this and of the increasing demand for Marmon cars and mill machinery, the new buildings were planned. The expansion will restore the balance for which this plant has been noted and will give us one of the finest equiliped motor car plants in the country, as well as perhaps the largest and most perfectly laid out cereal mill manufacturing plant in existence.

"These sattensions will enable us to at least double our production of motor cars and milling machinery, and it is hoped that the large factories will take care of the rapidly expending business for some years to come, although this to but one of many developments of the institution since its founding in 1851 for the manufacture of flour milling machinery."

FOR YOUR HAT.

A bright little newsie entered a business office and, approaching a giumlooking man at one of the desks, began with an ingratiating smile.

"The selling thimbies to raise enough minesy to—"Out with you!" interrupted the man.

"Wouldn't you like to look at some thimbies"

"I should say not!"

"They're fine, and I'd like to make a sale," he continued.

"Turning in his chair to tully face the fad the grouch caustically inquired; "the for a hat."

"I'se it for a hat."

OF VITAL IMPORTANCE

What's your gasoline mileage?

That question and the current cost of fuel represent topics of never ceas—and mill guestion and the current cost of fuel represent topics on the current to motorists the world over. Gasoline economy is one of the finest question and the current to do fuel represent topics and mill question and the current cost of fuel represent topics of fuel represent topics on one of the down. American motorists he world over. Gasoline economy is one of the metal factors in operating an automobile and next to motorists the world over. Gasoline economy is one of the finest part to motorist is most interested in what the price cards say when he rolls by the filling factor is preciously by the filling factor in the motorist is most intere



PERMALIFE THE BATTERY BANK

that it could be-constant, sure, steady power, where when needed. With a PERMALIFE battery you are assured of permanent performance, for the battery carries a guarantee of 20 months from the factory and the additional guarantee of the



Superior Motor Co.

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All that you want in the Stephens chassis of mechanical excellence. The Stephens perfected overhead valve engine, the most powerful for its size in the world-habitually economical. The whole, a car that runs so true and travels so swift and smooth each ride you take you come to call a road flight. That's the new Stephens Salient Six.

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